

Board Members Present

Reese Woodling, Chairman; Tracey Westerhausen, Vice Chairman; William Scalzo; Maria Baier; Alan Everett; Larry Landry; Walter Armer

Staff Members Present

Renée Bahl, Executive Director; Jay Ream, Assistant Director, Parks; Kent Ennis, Assistant Director, Administration; Monica Enriquez, Executive Assistant; Ellen Bilbrey, Public Information Officer; Charles Eatherly, Executive Consultant; Janet Hawks, Chief of Operations; Jeanette Hall, Chief of Human Resources; Randy Miller, Information Technology; Tye Farrell, Marketing.

Attorney General's Office

Laurie Hachtel, Assistant Attorney General; Joy Hernbrode, Assistant Attorney General **AGENDA**

(Agenda items may be taken in any order unless set for a time certain)

A. CALL TO ORDER - ROLL CALL - Time Certain: 10:00 AM

Chairman Woodling called the meeting to order at 10:06 a.m. Roll call indicated a quorum was present.

B. PLEDGE OF ALLEGIANCE

Ms. Westerhausen led the audience in the Pledge of Allegiance.

C. INTRODUCTIONS OF BOARD MEMBERS AND AGENCY STAFF

1. Board Statement - "As Board members we are gathered today to be the stewards and voice of Arizona State Parks and its Mission Statement to manage and conserve Arizona's natural, cultural, and recreational resources for the benefit of the people, both in our parks and through our partners."

Mr. Landry read the Board Statement. The Board and Staff introduced themselves.

D. ELECTION OF BOARD OFFICERS FOR 2011

1. The Board will nominate and elect its Chair and Vice-Chair for 2011.

Mr. Scalzo made a motion to nominate Tracey Westerhausen for Chair and Walter Armer for Vice-Chair for the year 2011. The motion passed unanimously. The Arizona State Parks Board Action Report on this Agenda Item is included in these minutes as Attachment A.

E. COMMENTS FROM THE NEW PARKS BOARD CHAIR

Chairman Westerhausen thanked Mr. Woodling for his service as Chairman for the past two years.

F. CALL TO THE PUBLIC – Consideration and discussion of comments and complaints from the public. Those wishing to address the Board must register at the door and be recognized by the Chair. It is probable that each presentation will be limited to one person per organization. Action taken as a result of public



comment will be limited to directing staff to study or reschedule the matter for further consideration at a later time.

Birgit Loewenstein, Benefactors of Red Rock State Park, gave an update on activities by the Benefactors of Red Rock State Park. She said there was a successful fundraiser in the beginning of November that raised \$12,000. The Benefactors are a sponsored charity at the Sedona Marathon. The Benefactors are working to begin a promotion with professionals in the Sedona area. She reminded the Board and staff that the field are very reliant on volunteers to keep the doors open to the parks. The Benefactors have funded the school programs in the amount of \$15,000. She said the Benefactors are working with the President of the Arizona Solar Energy Industry Association to possibly create a Solar Energy Education Center at Red Rock State Park. The Benefactors are hoping this will be a revenue generating collaboration and partnership. She said they would update the Board and staff as this develops.

Bill Meek, President, Arizona State Parks Foundation, said the Foundation released a study on privatization. He said he wanted clarify a few things about the study. He said the Foundation is in no way trying to tell the Parks Board and staff how to do their business. The Foundation thought this study would put privatization in a realistic perspective. He said he thought the report does that. He said the report says and the Foundation Board concurs that in order to get sustainable funding for the agency, the agency should adopt a different business model. He said whether the Board and staff take that advice is their business. He said the Foundation would continue to do interface with the Governor's Office and Legislature.

- G. CONSENT AGENDA The following items of a non-controversial nature have been grouped together for a single vote without Board discussion. The Consent Agenda is a timesaving device and Board members received documentation regarding these items prior to the open meeting. Any Board member may remove any item from the Consent Agenda for discussion and a separate vote at this meeting, as deemed necessary. The public may view the documentation relating to the Consent Agenda at the Board's office: 1300 W. Washington, Suite 150A, Phoenix, Arizona.
 - 1. Approve Minutes of November 17, 2010 Arizona State Parks Board Meeting

Mr. Armer made a motion to approve the Consent Agenda. Mr. Woodling seconded the motion. The motion passed unanimously.

H. DIRECTOR'S SUMMARY OF CURRENT EVENTS – The Executive Director may update the Arizona State Parks Board on special events and accolades.

Ms. Bahl gave some good news since the last meeting in November. She said the National Youth Ambassadors Project is a cooperative effort between America's State Parks and Outdoor Foundation Nation. It encourages young adults to share their experiences with outdoor recreation. Staff interviewed a number of candidates and hired Victor Vizcaino, Kelly Alvidrez and Ben Watts. They each have a camera provided by America's State Parks and annual pass to Arizona State Parks. This allows them to go out and photo, video and blog about the parks and try to reach a new level of interest there. She said the youth ambassadors would be introduced to the Board at a future



meeting. They would tell the Board about some of their experiences and share some of their video.

Ms. Bahl said staff continues to hold events at the parks. She said at Lost Dutchman the volunteers have taken the lead and are hosting special hikes. The hike on November 24, 2010 was called Lost Dutchman's Rock, Walk and Talk Hike.

Ms. Bahl said staff recognizes the volunteers throughout the year and in one large annual event that is coming up in the spring. She said typically in December many parks have events for their volunteers. Five parks recognized their volunteers. Kartchner Caverns had 60 volunteers this calendar year that donated 40,000 hours. This is equivalent to about 20 full-time positions. Kartchner would not be open without these volunteers. Catalina also has 60 volunteers who donated almost 10,000 hours. Tonto Natural Bridge has 30 volunteers who donated 5,000 hours. Dead Horse Ranch has 50 volunteers who donated 25,000 hours. She said on average Dead Horse volunteers donate 500 hours per person. Red Rock also has 50 volunteers who donated 15,000 hours.

Ms. Bahl said there were a number of holiday events in December. At Fort Verde there was the Ornament Art Making and Candlelight Tours. She said over 100 people attended. Riordan Mansion held its annual holiday event. 170 visitors attended the event. Yuma Quartermaster Depot is operated by the City. They held almost two weeks of special events including an ice skating rink.

Ms. Bahl said the Board might remember that at its November meeting, the Board preapproved the certification of Justin Swiger in the Law Enforcement Academy upon his successful completion. He did graduate on December 17, 2010. It was an 18-week training course. Arizona State Parks (ASP) now has a total of 47 law enforcement officers.

Ms. Bahl said late December also brought a lot of weather. She said some parks had to close temporarily. Slide Rock was closed December 29-31, 2010 and had 10 inches of snow. Tonto Natural Bridge lost electricity on December 30, 2010 and reopened on January 6, 2011. On December 30, 2010, Kartchner Caverns had winds that were so strong and the ice was so thick on the road that the trams were not able to safely drive up to the cave and back. At 1:00pm that day tours were stopped and they resumed the next day. Jerome also closed on December 29, 2010 and reopened on December 31, 2010.

Ms. Bahl said the Board should have the FY 2010 Annual Report in their packet. It was sent to the Legislature and the Governor's Office. She said despite the difficulties, ASP accomplished a lot. She gave special thanks to one of ASP's staffers, Tye Farrell, who designed and put the report together.

Ms. Bahl said each quarter there is a peer nominated Recognition program. This quarter employees of ASP nominated Max Castillo to receive this award. He works at the Verde River Greenway. It was Max's exemplary service for the past 35 years that made staff nominate him. "Max has been instrumental in acquiring property for ASP along the Verde River Greenway. He has done everything from leading hikes for schoolchildren to appearing on CNN. When the going get tough at the park, Max rolls up his sleeves and gets right in there cleaning bathrooms, driving tractors and dealing with customers. Through it all, Max has maintained his incredibly high standards of professionalism and integrity not just as a Ranger but also as a conscientious Law Enforcement Officer." Ms.



Bahl said she is proud that he is part of the team and that he was acknowledged by his peers. He certainly deserves it.

I. DISCUSSION ITEMS

1. Update on Revenue Forecast by Major Fund and Park Visitation Mr. Ennis reported to the Board on Revenue Forecast by Major Fund and Park Visitation.

2. Kartchner Caverns Reservation Online Demonstration

Mr. Ennis demonstrated to the Board how the new Kartchner Caverns Reservation system works. He complimented the staff including Janet Hawks and her team and the IT staff for their hard work on this.

Chairman Westerhausen asked how far into the future could reservations be made. Mr. Ennis answered one year out.

Mr. Scalzo asked staff what the benefits of the online system would be. Mr. Ennis said this would be a convenience for customers. The hope is also that it would increase park attendance and the Enhancement Fund. He said the initial roll out for camping reservations would include eight parks and eventually all of the camping parks would have camping reservations online.

Mr. Ennis demonstrated how the camping reservations would work.

3. Update on Commission on Privatization and Efficiency (COPE) Report Ms. Bahl updated the Board that the COPE final report has not been released.

4. Update on Arizona State Park Privatization and Efficiency Plan (Pros Consulting)

Ms. Bahl updated the Board on the Pros Consulting report commissioned by the Arizona State Parks Foundation. It was released on January 12, 2011. She outlined the main points of the report for the Board. Attachment B of this report are those main points.

Mr. Scalzo commented that he read the report and Ms. Bahl gave a good synopsis of the report. He said that staff is already doing some of the things mentioned in the report but that given appropriate time partnering could be very successful. The study provides real help to the Board. He said some of the areas that staff would discuss later all tie together and he hoped that people grasp that. He said with a little bit of time there could be tremendous success.

Mr. Woodling asked if the report addressed the definition of privatization because he thought there was some confusion about that. Ms. Bahl answered that she did not recall that there was a clear, concise definition in the report. She said the report addresses full park operation or privatization versus concessions. The report does a nice job separating those two. She said the bottom line is that it would probably never make any sense for the private sector to fully operate a park because of the core services. Those core services are inherent in any state park or state park system. It would be much more likely to have a non-profit operate a full park because you have those core services. She said the report does a good job of explaining that. The private sector is



interested in those areas that have revenue potential.

Mr. Woodling asked if the report describes what a quasi-governmental agency would be like. Ms. Bahl said there is a description but it is very general. It likens it to other quasi-governmental agencies such as the Commerce Authority. However, it does not describe how the structure would be in Arizona.

5. Legislative Update

Ms. Bahl said, in December and again in January, staff offered tours to legislators to come and visit Kartchner Caverns. On December 13, 2010 Rep. Lynne Pancrazzi, Rep. David Gowan and Rep. Frank Pratt joined staff. On January 8, 2011, staff again hosted a special tour for legislators. Many legislators were expected but due to the shooting in Tucson, only Sen. Gail Griffin and Rep. Peggy Judd attended. She thanked staff for putting the tours together. She also noted that Co-Cave Discoverer Gary Tenen came as well as Dr. Mark Kartchner. She said staff would schedule another one for those legislators who could not make it. She thanked Mr. Armer for attending both events.

Ms. Bahl told the Board the Governor's budget proposal and the legislative budget proposals would both be released on Friday, January 14, 2011. She said Mr. Ennis would do a quick analysis of both of these and get the information to the Board on Friday or Saturday. A more in-depth analysis would be done soon after that.

Ms. Bahl said on January 21, 2011, ASP has a sub-committee hearing in front of the Senate and the Joint Legislative Budget Committee (JLBC). She said the Senate sub-committee consists of Sen. Shooter who is the chair and is from Yuma; Sen. Biggs, who is the Chair of the full Appropriations Committee, and is from Phoenix; Sen. Melvin who is from Pinal County; and Sen. Schapira is the sole Democrat on the committee and is from the Phoenix area.

Ms. Bahl said there is also one bill that has been introduced that relates to Parks. That is House Bill (HB) 2029. It is a technical bill which means they are making technical changes to it. It is a vehicle for a strike everything bill. Staff would keep their eye on the bill and keep the Board posted.

6. State Parks Operations Status Update

Mr. Ream reported to the Board on the current Operations Status. The status is attached to the minutes as Attachment C.

Chairman Westerhausen asked about the status of the Request for Information (RFI). Ms. Bahl said the RFI was sent out on December 20, 2010. It is due back on January 31, 2011. Staff sent it out to hundreds of interested parties. She said four have contacted staff for more information.

Ms. Bahl commented that the Pros report talked about visitor services or something that the private sector might be interested in as opposed to core services. She said that is basically what is being asked in the RFI. It is now on the Pros report and presumably would have information from the private sector on the RFI. She said staff would update the Board at the February meeting on the RFI.

7. Homolovi Ruins



7. Homolovi Ruins State Park Name Change

Mr. Ream told the Board the Hopi Tribe would like the name changed and discussed the process in doing so. The Board had no objections in moving forward on this.

- 8. Update on State Park Construction Projects
- Mr. Ream updated the Board on current construction projects at parks.
 - 9. Contact Point-Lake Havasu State Park Update
- Mr. Ream gave an update on Contact Point-Lake Havasu State Park.
- J. BOARD ACTION ITEMS
 - Consider Issuing a Request for Proposal for the Operation of the Lodge at Tonto Natural Bridge State Park – Staff recommends the Arizona State Parks Board authorize the Executive Director to prepare and issue a Request for Proposal (RFP) for the operation of the Lodge at Tonto Natural Bridge State Park.

Mr. Scalzo made a motion to authorize the Executive Director to prepare and issue a Request for Proposal (RFP) for the operation of the Lodge at Tonto Natural Bridge State Park. Ms. Baier seconded the motion. The motion passed unanimously. The Arizona State Parks Board Action Report on this Agenda Item is included in these minutes as Attachment D.

- K. TIME AND PLACE OF NEXT MEETING AND CALL FOR FUTURE AGENDA ITEMS
 - 1. Staff recommends that the next Arizona State Parks Board Meeting be on Wednesday, February 23, 2011 at the Arizona State Parks offices in Phoenix, AZ.
 - Board members may wish to discuss issues of interest to Arizona State Parks and request staff to place specific items on future Board meeting agendas.
- L. ADJOURNMENT

Mr. Woodling made a motion to adjourn the meeting. Mr. Everett seconded the motion. The motion passed unanimously at 11:36 a.m.

Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the acting ADA Coordinator, Nicole Armstrong-Best, (602) 542-7152; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

Tracey Westerhausen, Chairman

Dellete. Bahl zmarch 2011

Renée E. Bahl. Executive Director

3/2/11 2:12 PM

Arizona State Parks Board Action Report Agenda Item #: D-1 Attachment A



Title: The Board will nominate and elect its Chair and Vice-

Chair for 2011.

Staff Lead: Renée Bahl, Executive Director

Date: January 12, 2011

Recommended Motion:					
I nominate	for Chair and	for Vice-Chair of the			
Arizona State Parks	Board for the calendar year 2011.				

Nomination Process: Each year during its first meeting of the year, the Parks Board chooses its Chair and Vice-Chair for the upcoming year. This procedure is required by Parks Board Rule R12-8-202.

The procedure for elections is slightly different than the usual voting procedures. The chair will open the floor for nominations. Board members may make nominations. No second is necessary for a nomination. Once all the nominations have been collected, the Chair will close the nominations. Nominations will be voted on in the order they were proposed. Once a majority has voted yes for a candidate or slate of candidates, no further votes are necessary.

Status to Date: This year in November or December, there may have been discussions between Parks Board members regarding the nominations of specific persons for Chair and Vice-Chair of the Arizona State Parks Board. These discussions may have constituted an inadvertent, unnoticed meeting. No action was taken during these discussions, and the issue is properly before the Board today for discussion and action.

Arizona State Parks Board Action Report Agenda Item #: D-1 Attachment A

The Board will nominate and elect its Chair and Vice-Chair for 2011.

Date:	January 12,	2011				
Board Mem	bers	Aye	Nay	Absent	Abstain	Comments
Reese Wood Tracey West Larry Landry	erhausen	\boxtimes				
Walter Arme Alan Everett William Scal		\boxtimes				
Maria Baier	20	\boxtimes				
Approve	\boxtimes	Deny		Amend		

Motion:

Title:

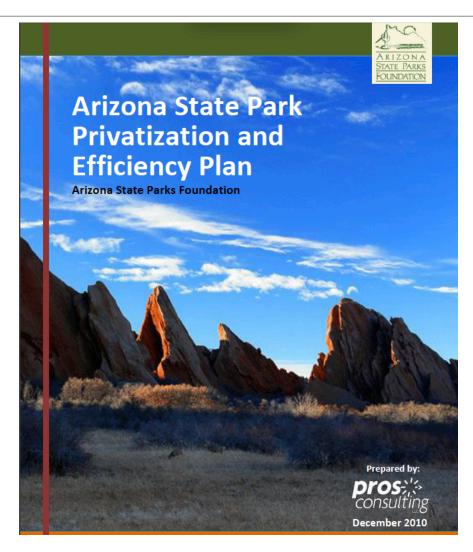
Mr. Scalzo made a motion to nominate Tracey Westerhausen for Chair and Walter Armer for Vice-Chair of the Arizona State Parks Board for the calendar year 2011.

Board Comments/Questions:

There were no comments or questions from the Board.

Arizona State Parks Privatization and Efficiency Plan

Report Released to the Public on January 11, 2011



Intent of Plan:

Provide reasonable, realistic, and tactical approach for the State Parks system to maintain its viability while attending to the financial needs of the State and the political issue of appropriately sized government.

System-wide Recommendations

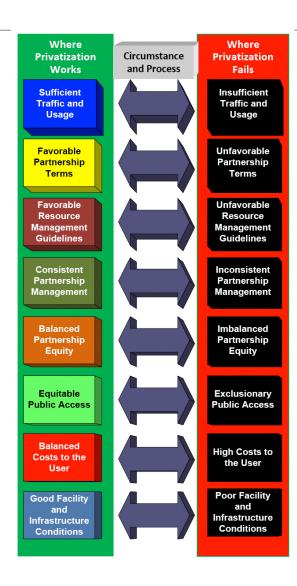
- Protect State Assets
- Operate Park system in business-like manner
- Outsource where it makes sense
- Develop a Quasi-Governmental Agency
- Maintain the Economic Impact to Rural Arizona

Component for Success/Failure of Partnerships

- Visitation
- Revenue
- Constraints

Where Privatization Works

Where Privatization Fails



Common Public Sector Functions Preferred and Not Preferred by Private Operators



Develop a Quasi-Governmental Agency

Create State Parks Authority

Increased Flexibility

Next Best Approach

• Create Authority for Grant Administration

Maintain the Economic Impact to Rural Arizona FY 2007/2010

	FY 2007	FY 2010		
Visitation	2,298,155	2,210,953		
Change in Visitor Spending	-13.1%			
Spending per Visitor	\$70.84	\$61.56		
Direct Spending	\$162,799,442	\$136,106,178		
Indirect Income	\$47,218,295	\$39,476,190		
Induced Income	\$56,418,845	\$47,168,180		
Total Economic Impact	\$266,436,582	\$222,750,548		

Privatization/Partnership Evaluations by Park Utilization of Privatization scorecard/analysis

- 10 Parks High Partnership Potential
- 12 Parks Moderate Partnership Potential
- 6 Parks Low Partnership Potential

Title: Operations Status Update Attachment

Date: January 12, 2011

Attachment C

A. Parks that were Never Scheduled to Close:

- 1. Buckskin Mountain State Park (SP)/River Island
- 2. Catalina SP
- 3. Cattail Cove SP
- 4. Dead Horse Ranch SP
- 5. Fool Hollow Lake Recreation Area
- 6. Kartchner Caverns SP
- 7. Lake Havasu SP
- 8. Patagonia Lake SP
- 9. Slide Rock SP

B. Parks Operated by Arizona State Parks staff through Partnership Support:

rk	Partner
Alamo Lake SP	La Paz County-\$30K
Fort Verde SHP	Town of Camp Verde -\$105K
Jerome SHP	Yavapai County-\$30K
Lost Dutchman SP	Friends of Lost Dutchman -\$24K
Picacho Peak SP	City of Eloy-\$20K
Red Rock SP	Yavapai County,
	Benefactors, City of
	Sedona-\$160K
Riordan Mansion SHP	Arizona Historical
	Society, Riordan Action
	Network-\$78K
Roper Lake SP	Graham County, AZ Game
•	& Fish
Tonto Natural Bridge SP	Town of Payson-\$15K; Star Valley-\$5K; Friends of Tonto Natural Bridge-\$10K
	Alamo Lake SP Fort Verde SHP Jerome SHP Lost Dutchman SP Picacho Peak SP Red Rock SP Riordan Mansion SHP Roper Lake SP Tonto Natural Bridge SP

Title: Operations Status Update Attachment

Date: January 12, 2011

Attachment C

C. Parks Operated by Partners with no State Parks staff:

Park	Partner
Boyce Thompson Arboretum SP	University of Arizona &
	Boyce Thompson
	Foundation
2. Tombstone Courthouse SHP	City of Tombstone
3. Tubac Presidio SHP	Santa Cruz County &
	Tubac Historical Society
4. Yuma Territorial Prison SHP	City of Yuma
Yuma Quartermaster Depot SHP	City of Yuma

D. Parks with Signed Agreements Scheduled to Re-Open:

1. Homolovi Ruins SP	Hopi Tribe contributing
	\$175,500 to re-open park.
	Reopening date March 1,
	with Grand Reopening on
	March 18, 2011.
2. McFarland SHP	Town of Florence, Park
	Grand Reopening on
	February 12, 2011, no

State Park staff

E. Parks that are Currently Closed to the Public:

Apache County (closed		
Sept. 7, 2010)-\$40K.		
Parks Board directed staff		
to draft an RFP of park		
operations.		
RFP for 3 rd party		
operations closed on		
October 6, 2010. No bids		
submitted. Re-evaluating		

options.

3. San Rafael State Natural Area (SNA) Grazing special use permit

implemented, no public

access.

Arizona State Parks Board Action Report Agenda Item #: J-1 Attachment D



Title: Consider Issuing a Request for Proposal for the

Operation of the Lodge at Tonto Natural Bridge State

Park

Staff Lead: Jay Ziemann, Assistant Director

Date: January 12, 2011

Recommended Motion:

I move the Arizona State Parks Board authorize the Executive Director to prepare and issue a Request for Proposal (RFP) for the operation of the Lodge at Tonto Natural Bridge State Park.

Status to Date: Tonto Natural Bridge State Park (Park) was closed in February 2009 for the stabilization of the lodge and reopened in May 2009 on weekends with donations and volunteers from the Town of Payson. The Park is currently open 5-days per week through partnership agreements with the Town of Payson, the Town of Star Valley and the Friends of Tonto Natural Bridge. The stabilization of the historic Tonto Lodge is nearing completion and the total project cost is \$676,000. Construction is on schedule to be completed in the Spring 2011.

The Lodge was built in 1925 by the Goodfellow Family, and is listed on the State and National Registers of Historic Places. The Lodge is 9,024 S.F. on four levels with food service facilities on the first floor and 10 guest rooms on the second floor. When construction is finalized, a multi-purpose area in the basement will accommodate an accessible suite, as required by the Americans with Disabilities Act. The Lodge is not currently open to the public for overnight stays.

Staff will seek competition through the issuance of an RFP, receive proposals, evaluate responses and provide a consensus award recommendation to the Executive Director.

Proposals Should Include:

- Operations Plan
- Maintenance schedule
- Proposed capital development and major maintenance projects
- Staffing
- Food service
- Retail operations
- Revenue share provisions

If a successful bidder is awarded to operate the Lodge, State Parks would continue to operate the park.

Time Frame: Staff will issue an RFP in the Spring of 2011. The RFP process is expected to take approximately four months.

Arizona State Parks Board Action Report Agenda Item #: J-1 Attachment D

Relation to Strategic Plan: Partnerships: To build lasting public and private partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the agency.

Relevant Past Board Actions: September 11, 2009, the Executive Director is authorized to enter, amend, and withdraw from operating agreements in order to offset or reduce costs, or enhance revenues.

Board Members	Aye	e Nay	Absent	Abstain	Comments
Reese Woodling	\boxtimes				
Tracey Westerhau	ısen ⊠				
Larry Landry	\times				
Walter Armer	\times				
Alan Everett	\times				
William Scalzo	\times				
Maria Baier	\boxtimes				
Approve 🗵	Deny		Amend		
Amend as follows:					

Board Comments/Questions:

There were no comments or questions from the Board.